



Comisiynydd  
**Cenedlaethau'r  
Dyfodol**  
Cymru

**Future  
Generations**  
Commissioner  
for Wales

Acting **today** for a better **tomorrow**

# **FUTURE GENERATIONS CHANGEMAKER**

# 100

**January 2023**

# SHINING A LIGHT ON OUR CHANGEMAKERS

Wales is leading the world and has been commended at the United Nations for our unique Well-being of Future Generations Act (2015) which protects the interests of our children and future generations.

My term as Wales' first Future Generations Commissioner will come to an end on 31 January 2023.

I look back at the last seven years with great pride and am often humbled by what Wales has managed to achieve in this time. There is so much more to do but we have gathered enough momentum to make sure the benefits of the Act continue to grow.

But the change we have seen over my term as the Commissioner would be nothing without the thousands of inspirational people I have met across Wales. It is these people who have made the Well-being of Future Generations Act much more than a piece of legislation. The lessons of the Act have continued the movement for change, a new way of thinking that now runs through our DNA in Wales.

That's why I'm publishing my **Future Generations Changemaker 100**.

A list of some of the extraordinary people that my team and I have been inspired by over the seven years since I took up post.

Changemakers from across Wales are making the vision of the Well-being of Future Generations Act a reality and are directly contributing to the well-being of Wales.

The number and variety of ways this Act has become reality is breath-taking. Its well-being goals are being achieved every day by a wide range of organisations, communities and individuals across the whole country.

And this list is just a snapshot, it's designed to grow. It is my parting gift to every Future Generations Commissioner that comes after me – an ever-growing network of Changemakers.

This role has been an absolute pleasure and honour and I want to thank everyone acting today for a better tomorrow for your incredible effort.

Here's my list of Changemakers and why I have included them on the list - **who are yours?**



**Sophie Howe**

Future Generations Commissioner for Wales



# FUTURE GENERATIONS CHANGEMAKER 100

1

**Ali Abdi**

**Community Gateway Partnership Manager, Citizens Cymru  
Wales and Cardiff University Community Gateway**

Ali is a passionate community champion and activist. Through Citizens Cymru Wales, he empowers residents in Butetown, Grangetown and the surrounding area to become active citizens and leaders, including through his leadership role in the creation of the Community Jobs Compact. With Cardiff University, Ali leads on the partnership development between the University's Civic Mission Programme and the local community. In his voluntary role with Race Council Cymru's National Ethnic Minority Youth Forum, he brings together large groups of Black, Asian and minority ethnic young people to engage with political leaders and Welsh government.



**Zoey Allen**

2

**Activist and Influencer**

Zoey, a 'trans woman on a mission to educate' lists some of the reasons she works hard to increase the visibility of trans and queer people as being: the 'fight for equal and better health care, equal access to facilities, and to be treated like a human being while we're out and about'. The influencer was recently nominated for a National Diversity Award.

3

**David Anderson**

**Director General, Amgueddfa Cymru**

As Amgueddfa Cymru - Museum Wales' Director General, David is dedicated to ensuring that cultural well-being is at the heart of policymaking. He has spearheaded many pioneering projects including involving young people and communities in all aspects of the Museum's Strategy 2030, and developing skills and creativity, one of their well-being objectives. Alongside passionate and dedicated staff, David's leadership has ensured the Amgueddfa continues to evolve and respond to current and future challenges, providing space for dialogue, challenge and inspiration.



**Zoe Antrobus and Dawn Lyle**

**Founders, 4theRegion**

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Dawn and Zoe are co-founders of 4theRegion, a diverse network making good things happen for South-West Wales. Dawn and Zoe connect people, run events, facilitate conversations and lead projects in areas such as sustainable food, transport, circular economy, travel and tourism. They bring a wide range of organisations together and subscribe to the vision of the Well-being of Future Generations Act, moving the region towards the well-being goals.

**5****Rae Baker and Fen Turner****Senior People and Places Officers,  
Natural Resources Wales**

Fen and Rae work for Natural Resources Wales (NRW) as representatives in Gwent and across Wales. They are enthusiastic champions of the Act and have been working in partnership with colleagues from across public sector organisations and beyond to bring the Act to life from an environmental perspective. Fen and Rae are both central to NRW's role as a partner on Public Services Boards, supporting them in strengthening understanding of the Environment (Wales) Act and its relationship to the Well-being of Future Generations Act and the opportunities it presents for the people of Gwent and Wales.

**Frances Beecher****6****Chief Executive, Llamau**

Frances is the amazing Chief Executive of Llamau, Wales' leading young people and women's homeless charity. Llamau works across Wales with over 10,000 disenfranchised and vulnerable young people and women a year. Frances has supported some of the most vulnerable people and worked tirelessly on issues including domestic abuse and homelessness.

She leads the organisation with passion and authenticity and is always looking for new partnerships and approaches to solving the root causes of the challenges that these young people face.

**7****Chris Blake****Founding Director of Green Valleys (Wales) and catalyst  
for Project Skyline**

Chris is a champion of community land ownership and renewable energy projects. He started in Brecon with the Green Valleys and then introduced 'Project Skyline' to the Rhondda valleys, working in partnership with the community to refine a concept that connects local people to their landscape by providing jobs, training and health benefits. A former board member of Natural Resources Wales, Chris has a fantastic vision for a better Wales.

**Noreen Blanluet****8****Co-Founder, Co-production Network for Wales**

Noreen is the Co-founder of the Co-production Network for Wales, an independent, not-for-profit organisation working to transform public services through co-production and citizen involvement. Noreen is all-round champion of embedding co-production principles (involving people in decisions that affect them) in public policy and the statutory and voluntary sectors. She has led the development of the network as an important place for practitioners to learn and share, and has helped ensure that the network is able to support Public Services Boards to develop their own involvement practice.



## 9 Sarah Bowles and Hywel Wolf

### South Wales Industrial Cluster (SWIC)

Hywel and Sarah (from Costain and Sharp services, respectively), are key drivers in the South Wales Industrial Cluster. This is a Decarbonisation Challenge deployment project with a range of partner organisations from the industrial, energy, law, academic, public utilities, and academic sectors, working across south Wales to reduce emissions but without sacrificing the jobs which are so important to the area. Hywel and Sarah have supported SWIC partners as they explore decarbonisation schemes and the infrastructure needed for a hydrogen economy. The project is now looking at hydrogen supply, carbon capture usage and storage and CO2 shipping, which would create an entirely new industry for the region. They have also developed Costain's own future leaders academy, led by young professionals.



## Sian Brierley 10

Activity Co-ordinator, National Exercise Referral Scheme,  
Wrexham County Borough Council and Public Health Wales



Sian is part of the All-Wales Exercise Referral Scheme, the only national exercise programme in the UK. Through her role, based in a team within Wrexham County Borough Council, she provides behaviour change techniques and activities to support referred clients to make lifestyle changes to improve their health and well-being. Activities include walking football, circuits, e-biking and nordic walking as part of 'Healthy Weight: Healthy Wales Delivery Programme'.

## 11 Shea Buckland-Jones and Jess McQuade

### Food, Land Use and Nature Policy Manager and Head of Policy and Advocacy, WWF Cymru

Shea has held two important roles, firstly at the Institute of Welsh Affairs leading on the 'Re-energising' Wales project and more recently as Food, Land Use and Nature Policy Manager at WWF Cymru. A true champion of nature, Jess has always offered constructive challenge to my work and other organisations as Head of Policy and Advocacy at WWF Cymru. Away from the office, she has also dedicated her time to community level projects.



## James Byrne and Rachel Sharp 12

### Director & Landscape Recovery and Programmes Manager, Wildlife Trusts Wales

James is an Irishman adopted by Wales, known for his commitment to protecting and restoring nature in Wales, including defending the nationally important biodiversity of the Gwent levels from destruction. Both have been early champions of showing how nature can deliver against many of Wales' well-being goals.

Rachel, has been the director of the Wildlife Trusts Wales since 2011; she has tirelessly campaigned to invoke action to address the nature crisis in Wales. This work focuses on implementing a resilient Wales by protecting designated sites and endangered species.

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**Paul Matthews and Hazel Clatworthy****Chief Executive and Sustainability Policy Officer,  
Monmouthshire County Council**

Paul, an inspirational and progressive chief executive, is pivotal in numerous sustainable development networks. Hazel drives environmental well-being projects in her sustainability policy role and with the Sustainable Development Co-ordinators Cymru +. Monmouthshire, which led the collaborative 'Infuse: Innovative Future Services' programme, was the first local authority in Wales to agree to a Motion for the Rivers and Ocean.

**Mark Cadwallader**

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**Director for Strategy and Development,  
University of South Wales**

As Director for Strategy and Development at University of South Wales, Mark has always explored new ways to innovate and to build partnerships.

Mark was one of the first people to believe in the vision of the Future Generations Leadership Academy, and eagerly put the University forward as a partner. He continues to champion sustainable development within the higher education sector and beyond.

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**Andrew Charles, Stuart Ingram, Andy Rees & David Warren****Welsh Government**

Welsh Government is full of champions of the Well-being of Future Generations Act; working hard to create the Wales we want. Here are just a few examples: Andrew Charles worked on the development of the Well-being of Future Generations legislation from the start and is now central to embedding and driving it through Government strategy and policy.

Stuart has been key in the recast of Planning Policy Wales, helping to ensure that the way we plan our places in Wales is fit for future generations. After a period in transport where he continued to champion a sustainable vision for how people move around, Stuart now supports the National Infrastructure Commission for Wales in taking forward its new remit to think about the longer term need for, and impact of, infrastructure across Wales.

Andy Rees leads the waste strategy team, who for a long-time have been living and breathing the Act in everything they do. Wales' success in this area - 3rd best recycler in the World - speaks for itself. Andy and team are now ensuring that the way we Reduce, Reuse and Recycle supports community cohesion, tackles poverty and creates jobs.

David is ensuring that the Well-being of Future Generations Act is a key driver in building strong international relations, and in particular identifying in new partnerships and opportunities for a globally responsible Wales.



## 16 Criccieth Town Council

Criccieth is a small, Victorian seaside town. The town council has been responsible for many activities to improve the area and increase footfall. It developed an ambitious community plan, which included cultural activity, place-making and well-being. Inspired by a poem written 90 years ago about a mysterious, fictional incident on the seashore, a public sculpture, new music and poetry were commissioned. Activities included community events, an artistic town map and heritage interpretation panels. Together, these have encouraged community cohesion, increased visitor numbers and supported local traders and sustained the town's morale through and beyond the pandemic.



## The Cwmni Bro Ffestiniog Team 17

The team at Cwmni Bro Ffestiniog are responsible for facilitating cooperation between community businesses and enterprises that employ some 150 people locally. They offer permanent employment and provide career opportunities for professional workers who wish to stay in their community, where there is a tradition of environmental, economic, social, cultural and community enterprise.



## 18 Amanda Davies

Service Improvement Manager, Swansea Bay University Health Board

Amanda developed the Bed Poverty Relief Scheme at Swansea Bay University Health Board, a highly innovative initiative that has improved the lives of many. The project has supplied thousands of surplus emergency beds from the Covid-19 pandemic to homes where people were experiencing bed poverty. Beds were also donated to a children's hospital and refugee camps in Moldova for Ukrainian people fleeing the war. In 2022, she established the largest community-supported agricultural farm on health board premises in the UK. It will deliver affordable organic vegetables for up to 200 households per week, with surplus going to local foodbanks. Amanda is also improving procurement practices in the NHS supply chains and integrating art with patient well-being.



## Kelly Davies and Mandy Powell 19

Founders, The Good Wash Company

Kelly and Mandy set up the Good Wash Company, a certified social enterprise that consistently strives to make a difference. Told that creating a high-end, luxury brand with a social conscience would never work, Mandy and Kelly have proved that to be wrong, and are helping to change the world "one wash at a time". All sales and fundraising profits from their soaps and other bathing products go to good causes, and social impact is at the heart of everything they do.





**20****Meleri Davies and the Partneriaeth Ogwen Team****Chief Officer, Partneriaeth Ogwen**

Meleri and team develop community, economic and environmental regeneration projects that promote a healthy, vibrant and sustainable community. Its projects include the highly acclaimed Ynni Ogwen community hydro scheme and Dyffryn Gwyrdd, a project based in the Ogwen Valley focusing on sustainability and the environment, while addressing mental well-being, poverty, and rural isolation.

**Councillors Dan De'Ath and Caro Wild****Cabinet Leads, Cardiff Council****21**

Caro is a passionate advocate for active travel, leading our capital's efforts to reduce car use and increase walking and cycling. He has led the council to some brave decisions and ambitious commitments to sustainable travel



Dan, as Cabinet Member for Transport and Strategic Planning (and Cardiff's first Black Lord Mayor), has continued Caro's pioneering work and also championed engaging more people with democracy. They are fantastic role models for how to develop a city in line with the Well-being of Future Generations Act..

**22****Sarah Dickens****Economics Correspondent, BBC Wales**

A longstanding and experienced BBC journalist, Sarah became the first to be appointed as Economics correspondent. She has been reporting on the economy in the context of the climate emergency and has been part of the BBC Wales' cost of living team.

**The whole Team at Down to Earth****23**

Down to Earth have pioneered building sustainably whilst up-skilling young and vulnerable people. A great example of collaboration, they are working with health boards and others to upscale their approach. Their amazing team of architects, youth workers, facilitators, timber framers and adventure leaders build to high environmental standards while building people's confidence.



**24****Dr Tom Downs, Dr Stacey Harris and Dr Yasmina Hamdaoui****Junior Doctor, Paediatrician, and Pharmacist,  
Ysbyty Gwynedd Green Health Alliance**

Dr Tom Downs, Dr Stacey Harris and Yasmina Hamdaoui led a multi-disciplinary team from Ysbyty Gwynedd to form a Green Group, seeking to relocate their oath to 'do no harm' within the context of planetary health. They have challenged the healthcare system to reduce its own waste and emissions, bringing more than 80 others on board with their mission to save the planet as well as patients. They are growing their movement from Gwynedd to a network of climate-smart green healthcare groups across the whole of Wales.

**Jessica Dunrod****Author, Director, Decolonisation Specialist****25**

Jessica, Wales' first Black children's author, is challenging the literary system to ensure Black authors are supported and that children can access a range of books representing the rich cultural heritage of people of colour in Wales.

**26****Suzanne Duval****Black, Asian and Minority Ethnic Mental Health and  
Dementia Manager, Diverse Cymru**

Suzanne is hugely committed to supporting Black, Asian and minority ethnic people facing inequality and discrimination due to age, gender, and disability, using her own lived experience to drive change. She works with Welsh Government and public services and helped shape the Welsh Government's Anti-racist Action Plan by highlighting the importance of understanding mental health to avoid discriminatory practices.

**Taylor Edmonds****Poet****27**

Taylor, from Barry, has used poetry to humanise topics of climate change in her role as the Future Generations Commissioner for Wales' Poet in Residence 2021-2022. She worked with communities across Wales to ensure the rallying cry to protect future generations continues to be heard loudly - on poems like My Magnolia Tree, an example of how poetry can incite meaningful change.

**28****Samantha Egelstaff****Co-founder, Llanrwst Flood Action Group**

Samantha, a teacher and campaigner, co-founded Llanrwst Flood Action Group in the wake of Storm Ciara in 2020. During this major flooding event she co-ordinated community members into teams, including volunteer flood wardens, sandbag provision, community clean-up, donation distribution, warm space and hot food provision and advised on temporary accommodation and repair. The group produced a powerful poem: Ymgodi o'r Gaeaf/Emerging from Winter, with our Poet in Residence Taylor Edmonds. Read by Ysgol Bro Gwydir pupils, it highlights the plight of flooding upon our communities and the collaborative effort to protect them.


**Mr Evans and the staff and pupils at  
Ysgol Bro Banw, Rhydaman**
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Led by Headteacher Peter Evans, Ysgol Bro Banw is tackling food poverty by joining the 'Big Bocs Bwyd' scheme which helps the children become food literate by growing, cooking and learning about food. They use waste food from their school garden to create new recipes and they're learning business skills by opening a shop supplying low-cost healthy food for the community.

**30****Ruth Fabby MBE**

Ruth works tirelessly so that everyone can participate in the arts in Wales and that disabled and deaf people are pivotal to the creative industries. For three years, Ruth worked as Artistic Director at Disability Arts Cymru and championed the importance of disabled people's rights as human rights and articulates the links between art and social change.

**Graeme Farrow and the WMC Team****Artistic Director, Wales Millennium Centre****31**

Graeme has been a long term champion for the role that arts and culture can play in wider well-being, leading the Wales Millennium Centre to focus their work on supporting and developing young people. He is a real future generations leader in his field and is supported by an amazing team of staff.

**32****Catherine Fookes****Director, WEN Wales**

Cath is the Director of the Women's Equality Network (WEN), a County Councillor for Monmouthshire and Cabinet Member for Equalities and Engagement. In her role at WEN she has launched a mentoring scheme supporting women to move into leadership positions and prior to that, she was a campaigner on the environment at Sustain, the Alliance for Better Food and Farming and Action Aid.



**33****Professor Debbie Foster****Professor of Employment Relations and Diversity,  
Cardiff Business School, Cardiff University**

Debbie is the author of the Locked-Out report, the Co-chair of the Disability Rights Taskforce and the Chair of two of its working groups, 'Embedding and Understanding the Social Model of Disability' and 'Employment and Income'. A disabled person herself, she has been instrumental in implementing the work of the taskforce and in its success.



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**Emyr George and Qualified for the Future Team****Director of Qualifications Policy and Reform,  
Qualifications Wales****34**

Emyr and the team behind Qualified for the Future have pushed to reform GCSEs and qualifications in line with our changing economy and the new curriculum. The Act has been applied every step of the way, ensuring an outcome that is fit for future generations.

**35****Helen Goddard****Section Head of Culture, Libraries and Information,  
Conwy County Borough Council**

Helen is dedicated to ensuring cultural well-being is reflected in the Conwy County Borough Council's approach and decisions. She has demonstrated the importance of celebrating heritage and culture when putting in place measures to reduce regional inequalities, including isolation and deprivation.

**Dafydd Gruffydd****Managing Director, Menter Môn****36**

Dafydd has worked for Mentor Môn for 25 years, which first started life as a European-funded rural development agency taking an integrated and cross-sector approach, long before the Well-being of Future Generations Act was introduced. Dafydd has driven projects focusing on culture and language, farming, supporting the vulnerable, and more recently has been part of the team that has developed the 'Morlais', tidal energy project located off the coast of Holyhead. In 2019, Dafydd hosted a stakeholder event for my team at M-SPARC (Menai Science Park) the discussions from which fed into my Future Generations Report 2020.

**37****Julie-Ann Haines****Chief Executive Officer, Principality Building Society**

The first female to lead Wales' Principality Building Society as CEO, Julie-Ann has committed the Principality to delivering net zero and to be a forerunner in the private sector in reporting against the Welsh well-being goals.





**38****Becky Harford, Jane Booty and Ella Smillie****Co-founders and Directors, Benthg Cymru**

Becky, Ella and Jane are co-founders and directors of Benthg Cymru - Wales' fast growing library of things, bringing people together to share and borrow household items, saving waste and reducing carbon emissions. Since setting up the first Library of Things in Cardiff, they have established a Wales-wide borrowing network of fifteen projects.

**Natalie Hodgkinson****Founder, Boss & Brew Academy****39**

Natalie, a former maths tutor, is using coffee to tackle unemployment in Cardiff. Boss & Brew Academy was founded in lockdown in 2021 and has since offered free barista training and employability programmes to young people primarily in Butetown and Grangetown where she grew up, to help them gain skills and confidence to create pathways to success. Natalie felt inspired to Create Boss & Brew after seeing the impact that Covid-19 caused in her local community in terms of both young people's mental health and the consequences for the hospitality industry too. The majority of young people who have secured jobs as a result are from Black, Asian and Ethnically diverse communities and many have gone on to secure jobs in an industry that traditionally lacks diversity.

**40****Helen Howson****Director, Bevan Commission**

Director of the Bevan Commission, Helen has been a tireless advocate and practical implementer of reform in health and care policy and practice in Wales. Helen initiated and led the Bevan Innovators through the Commission which has established hundreds of innovators working across the healthcare system, all aiming to reform it in line with the aspirations of the Well-being of Future Generations Act.

**Christine Hughes****Centre Manager, Felin Fach Pwllheli Community Hub****41**

Christine has dedicated 30 years to Canolfan Felin Fach, I-CAN community hub, a place which aims to provide a safe haven in Pwllheli for the most vulnerable members of the community. The centre helps with anything that causes worry or can lead to a crisis; mental health and well-being, finances, housing, homelessness and job seeking. She is a valued member of the Hub and wider community.

**42****Bill Hunt****Vice Chair of the Cartrefi Conwy Board and Chair of the Tenant Services Board, Cartrefi Conwy**

A resident of Rhos-on-Sea, Bill is Vice Chair of Cartrefi Conwy's Tenant Services Board and future generations champion. Bill has been a tenant voice on a number of the Association's regeneration projects, which embody our well-being goals.





## **43** **Hanan Issa** Poet and Writer, Cardiff

The Welsh-Iraqi writer is the current National Poet of Wales and Hay Festival's International Fellow. In an essay, *Have You Heard About the Niqabi on a Bus?*, for *Welsh Plural*, an anthology on the future of Wales, Hanan explores Welshness and ends describing the honouring of trees in Islam: "We are encouraged to plant seeds even if facing the end of the world. The command ... suggests to me that putting your hands in the soil and connecting with the land ... steadies you in a time of crisis."



## **Mrs James and the staff and pupils at Radnor Primary School, Cardiff** **44**

Led by Headteacher Mrs James and class teachers Kane Morgan and Eoghan Walsh, pupils, teachers and parents have committed to regular active travel to school to benefit future generations of schoolchildren. By promoting walking, cycling and scooting in the surrounding streets, the school is helping reduce congestion and pollution in the local area as well as improving the health and well-being of everyone taking part.



## **45** **Dr Salamatu Jidda-Fada** Founder and Director, North Wales Africa Society

Based in Bangor, Salamatu works as a conservation consultant in promoting a greener Wales and is active in promoting environmental awareness amongst ethnic minority communities and the wider Welsh society. She founded the North Wales Africa Society to support Africans living in North Wales to access services for housing, transport, healthcare, education for ethnic minority children, students and professionals. Salamatu is also an ambassador at Climate Cymru and an advisory member of RSPB Cymru.



## **Professor Calvin Jones** **46** Professor of Economics, Cardiff University

Professor Calvin Jones is a talented economist who is not afraid to challenge the economic status quo. He has been instrumental in establishing Cardiff University Business School as the UK's first Social Value Business School, is central to making the case for the reform of our exams system and in mapping Wales' carbon emissions.

**47****Simone Joslyn****Head of Arts, Cardiff and Vale University Health Board and the Cardiff and Vale Health Charity**

Simone is Head of Arts for the Health and Well-being programme at Cardiff and Vale University Health Board with the support of the Cardiff and Vale Charity. Her team have created places holistically with well-being in mind; Our Health Meadow - Ein Dôl Iechyd improves the health of patients, staff, volunteers and community groups to enhance biodiversity and eco-literacy. She works with many groups including Wales Probation Services to provide young offenders with placements in nature to learn new skills and provide social value.

**Dan Langford OBE****Founder and Chair, Wales Week London and Wales Week Worldwide****48**

Dan is a future generations advocate in the business community in Wales and internationally. Focused on promoting Wales in the UK through Wales Week in London and globally via the wider Wales Week Programme and engaging with Welsh diaspora, Dan has provided a platform to promote the Act and develop international interest and enthusiasm.

**49****Michelle Lesch****Company Secretary, Ogi**

Based in Cardiff, Michelle is Company Secretary at one of Wales' fastest growing companies, which is on a mission to transform South Wales with large-scale full fibre broadband connectivity. Michelle is leading Ogi's efforts to integrate the Well-being of Future Generations Act across its core business.

**Marten Lewis****Head of Corporate Responsibility, Bluestone National Park Resort****50**

With over 15 years' third sector experience engaging over 35,000 young people and families in environmental and community action in Pembrokeshire, Marten has led the development of Bluestone's sustainability agenda since 2019. He's aligned the business to the Well-being of Future Generations Act's goals and led the reduction of scope 1 and 2 carbon emissions by 90%, increased waste reduction and recycling, and moved Bluestone to a circular economy operating model. Bluestone's suppliers are encouraged to improve their own commitments to the Act. He has earned numerous awards and recognition in Pembrokeshire and beyond. In 2019, Marten hosted a stakeholder event for my team at Bluestone, the discussions from which fed into my Future Generations Report 2020.

**51****Phil Lewis****Programme Lead, Valleys Regional Park (hosted by Bridgend Council)**

Phil's energy and drive in his role at Welsh Government were instrumental in helping set up the Valleys Regional Park in South Wales. The park champions the iconic landscape and people of the South Wales Valleys and works with partners to maximise the environment, social and economic benefits for local communities and future generations.

**52****Dr David Llewellyn****Integrated Wellbeing Networks Lead, Aneurin Bevan University Health Board**

The Valleys Regional Park involves over 40 partners, driving and promoting activities related to the environment, tourism and heritage across the South Wales Valleys. David has led and championed this vision through a number of roles, including currently at Aneurin Bevan University Health Board. He has vast experience working with communities and their natural assets to achieve transformational, sustainable change. He was one of the key people behind the original concept of a Valleys Regional Park back in 2009, before the Well-being of Future Generations Act was introduced.

**53****Ena Lloyd****Ex Audit Wales**

Ena led work at the Audit Wales Good Practice Exchange (GPX) when the Act was being imagined and during its early days of implementation. Continually striving to challenge the status quo within public bodies, GPX events, resources and support took people out of their comfort zones and promoted the Act far and wide.

**54****Pedr ap Iwtyd****Chief Executive and Librarian, National Library Wales**

As Chief Executive and Librarian of the National Library Wales in Aberystwyth, Pedr is a big believer in embedding sustainable development at the core of the library's actions. One of Pedr's first acts as CEO in 2019, was to re-frame and re-submit a large funding bid that had already been approved, to make the project more environmentally conscious by removing a large storage building needing carbon heavy refrigeration, in favour of digital storage. Pedr continues toward his vision of 'A Library for Wales and the World', looking to inspire meaningful change as he does so.





**55****Helen Lucocq****Head of Policy, Brecon Beacons National Park Authority**

Based in Brecon, Helen was the ideas-person and driving force behind Brecon Beacons National Park Authority adopting the doughnut model as a way of making decisions. She also developed the approach the park authority are taking to its emerging Local Development Plan, which aims to create '20-minute neighbourhoods'. She involved communities in the design of their future places through the Shape my Beacons toolkit, using art to paint a future vision. Helen also involved children in the design for Hay-on-Wye using Minecraft; as a result, many of their ideas were incorporated into the plan for the town. Her enthusiasm and positive energy are contagious.

**Wanjiku Ngotho Mbugua****Acting Chief Executive Officer, BAWSO Cymru****56**

BAWSO supports people from Black and Ethnic backgrounds who are affected by domestic abuse, violence, and exploitation in Wales including female genital mutilation, forced marriage, prostitution and human trafficking. Wanjiku leads the organisation which currently runs 25 projects supporting over 4,000 people every year in Wales.

**57****Professor Laura McAllister****Professor of Public Policy and the Governance of Wales, Cardiff University**

Laura's leadership in multiple fields, from equality, politics, academia and sport is a shining example of how we can live and breathe the Well-being of Future Generations Act. Laura also initiated strong partnerships with my Office over several years, ensuring students have opportunities to work directly on sustainability projects.

**Dan McCallum and Emily Hinshelwood****Manager and Creative Director, Awel Aman Tawe and Egni Co-op****58**

Deep in the former coal valleys of South Wales are Awel Aman Tawe (AAT) and Egni Co-op, two community energy projects co-founded by Dan McCallum and Emily Hinshelwood. Dan and Emily have been energy warriors in these parts since 1998. In spring 2023, AAT will open Hwb y Gors, a beautiful former school which is being refurbished as a Zero-Carbon Arts, Education and Enterprise Centre. Dan and Emily's other venture is £5m pioneering solar energy co-op Egni, which is backed by over 1,000 people via a community share offer and is now the largest rooftop solar co-op in the UK, with over 9 sites including schools, community buildings and businesses. The sites save £100's per year in electricity bills and 1,000's in CO2 emissions. All the surplus goes into AAT's Climate Change Education Programme in schools.





**59****Heather McClure, Chris Woodfield and Chris Byrne****Co-founders and Directors, Aber Food Surplus**

Aber Food Surplus want to change the way we think about food. The three founders believe food is precious and that wasting it is bad for our pockets and bad for our planet. They take surplus food from major supermarkets and redistribute it to the community. Revaluing surplus food builds curiosity and interest around food. Aber Food Surplus involve around 70 volunteer team mates who are enacting a more circular food system through composting, community gardening, reducing food waste, community meals and supporting local food producers.

**Noel Mooney and FAW Team****Chief Executive, Football Association of Wales****60**

Noel instinctively makes the connections between the nation's passion for football and opportunities to enhance well-being. He and his team at the Association have developed their first sustainability and well-being strategy 'Cymru, Well-being and the World' with an ambitious aim of becoming the most sustainable football association in the world, and with a clear plan of action to develop sustainable and stronger clubs, leagues and initiatives across the whole of Wales in order to achieve this.

**61****Edward Morgan****Group Corporate Social Responsibility and Training Manager, Castell Howell Foods**

Edward has been employed by Castell Howell since 2001 and leads on the corporate social responsibility for the group's seven food manufacturing units and six distribution depots. He has helped to ensure that the company takes its commitment to the Well-being of Future Generations Act seriously, championing local producers, reducing waste and working on an ambitious net zero action plan. In 2019, Edward hosted a stakeholder event for my team at Castell Howell HQ at Cross Hands, the discussions from which fed into my Future Generations Report 2020.

**Yvonne Murphy and The Democracy Box co-creators****Executive Producer and Artistic Director (& creator of The Democracy Box and The Talking Shop projects), Omidaze Productions****62**

Yvonne and the young co-creators at The Democracy Box are creating a movement for change, raising awareness in Wales about our democracy and how to get involved. By putting young people at the heart of this movement Yvonne has opened doors and made it accessible, telling the story of our democracy in a way that people can engage with. It's been great working with Yvonne and the co-creators in in the last few years to involve young people in telling the story of the Well-being of Future Generations Act.



## 63 Professor Kelechi Nnoaham

Whilst at Cwm Taf Morgannwg University Health Board, Kelechi helped to shake up the status quo and bring about change. His unique view on public health policy, his recognition of inequalities and the interconnectedness of well-being is inspirational. He is committed to a fairer system of global health where everyone can access good quality healthcare. Kelechi now leads health programmes development with Shell International and is an Honorary Professor of Public Health and Epidemiology at Cardiff University.



## Chris Nott OBE 64 Founder, Capital Law

A leading Welsh lawyer, founder of Capital Law and a long-standing advisor to the Welsh Government, most recently as Vice Chair of the Ministerial Advisory Board on the Economy, Chris has been a leading business voice for applying a well-being test to economic policy in Wales. He received an OBE in 2017.



## 65 Claire O'Shea Head of Partnership, Hub Cymru Africa

Claire has been a long-term champion for international solidarity, social justice and global responsibility in Wales. In her current role at Hub Cymru Africa, she is a strong leader for partnership working and engaging the public in being a caring nation. Claire is a champion for the well-being of future generations, promoting sustainable development and tackling climate change, including as a volunteer in her role as chair of Wales overseas agency group and chair of Sustrans Cymru's Policy Advisory Group. She is also on the board of Samaritans Cymru.



## Alfred Oyekoya 66 Director, BAME Mental Health Support

Based in Swansea, Alfred works with public bodies to highlight the mental health challenges specific to Black, Asian and minority ethnic Communities. Leveraging his lived experience and grassroots connections with community members, he is well-equipped to work closely with the NHS and Public Health Wales to increase awareness of the cultural aspects of mental health. Alfred also provides mental health training to different groups within the community.



## 67 Peter Perry Chief Executive Officer, Dŵr Cymru

As the Chief Executive of Dŵr Cymru, Peter has brought a clear vision to the work of Wales' main utility provider. The Well-being of Future Generations Act is front and centre of his 2050 corporate vision; well-being commitments are reported on each year and the Act's ways of working are a key part of how Dŵr Cymru now go about things. A community fund and a commitment to keeping bills affordable are part of his approach, as well as ensuring that communities and public bodies are involved in projects, which range from sustainable urban drainage, flooding to water quality and waste reduction.



**68****Dr Tom Porter****Consultant in Public Health Wales and Cardiff & Vale University Health Board**

Tom is a public health specialist working in transport and helping to bring about modal shift in Wales' capital city. He introduced the Healthy Travel Charter concept and has been instrumental in some of the major changes to active travel in the capital. He works with Public Services Boards and other public, private and third sector organisations to develop an approach across the public sector to healthy and sustainable travel.

**69****Dr Eurgain Powell**

One of Wales's longest serving sustainability gurus, Eurgain started off in the Welsh Local Government Association and sustainability think-tank Forum for the Future. She moved to Carmarthenshire County Council to drive forward sustainability policy and practice, and then to the Climate Change Commission for Wales. Transferring to my team as one of my first members of staff in 2016, Eurgain has led projects around transport, climate change, procurement and the Welsh Government's budget. Now in Public Health Wales' Sustainability Hub and a member of the Welsh Government's independent Road's Review, and the National Infrastructure Commission for Wales, behind the scenes Eurgain has been instrumental in reforming transport and climate change policy in Wales.

**70****Rob Poyer****Director, NappiCycle**

Rob is the founder of NappiCycle, which processes 800,000 nappies every week, diverting 100% of the waste from these from landfill. Their treatment system recovers cellulose and plastics from nappy and incontinence waste which can be turned into commercial products like fibre boards, acoustic panelling and even road resurfacing material.

**71****Ian Price****Director, CBI Cymru**

Ian brings a socially conscious perspective to the work of the CBI, working constructively in partnership with anyone who can help make Wales a better place. He is a strong advocate for helping young people develop future focused skills to build a strong low carbon economy in Wales.

**72****Wyn Prichard****Senior Consultant**

Based in Neath, and with over 25 years in the learning environment, Wyn is a champion for green and sustainability skills, recognising the connections between the transition to net zero and the opportunities for young people. He has been a passionate and practical advocate for increasing apprenticeships and training opportunities, using the lens of the Act.





**73****Natalie Rees****Head of Sustainable Development and Climate Change, Transport for Wales**

Natalie is responsible for embedding the Well-being of Future Generations Act into the operations of Transport for Wales. She has worked on a range of progressive projects including the award-winning circular economy approach to furnishing the Transport for Wales headquarters, supporting her team to deliver the Heritage Lottery funded Green Routes and Coed Cymunedol projects which have achieved multiple social and environmental outcomes for communities and habitats across Wales. Natalie lives by example embracing sustainability principles in her personal life. She is a director at the board of Fair Trade Wales and vice chair of Groundwork Wales.


**Reverend Gethin Rhys**  
**Policy Officer, Cytun**
**74**

Gethin has championed the need to ensure that the Well-being of Future Generations Act is central to many social and political aspects of policy. He has often advised my team on how public bodies and others can consider faith and religion, including the relationship between these and other policy areas such as climate change and education.

**75****Chris Roberts****Co-Founder, North Wales Dragons Community Football**

Chris is one of the founders of the award-winning North Wales Dragons recreational community football team; players with a social conscience helping to make a difference by playing for purpose.

The club engages a diverse range of people, and everything Chris does is framed by the Well-being of Future Generations Act and the United Nation's sustainable goals.

Having been involved in recreational community football for 55 years, and having grown up on one of the top 10% of socially and economically deprived council estates in Wales, it's his ambition to support others in achieving their dreams and ambitions.

**Emily Roberts****76**

The YouTuber, comic, presenter and disability advocate uses her social media platforms, including How Emily videos to challenge stereotypes and raise awareness of disability issues. Emily helped us celebrate International Women's Day in 2021, where she was fighting for people not to be discriminated against for reasons such as personal circumstance, the way they identify or disability.



**77****Neville Rookes and Richard Dooner****Policy Officer Environment and Programme Manager at  
Welsh Local Government Association**

Neville has led the work of Welsh Local Government Association on the creation of the Well-being of Future Generations Act, supporting the early adopters scheme and explaining the Act to many.

Richard has championed the role procurement can play in delivering outcomes that improve well-being and has worked closely with members of my team on my Section 20 Review into procurement in public bodies.

**Nina Ruddle****78****Head of Public Policy Engagement,  
Wrexham Glyndŵr University and  
North Wales Insight and Research Partnership**

Nina is an inspiring example and advocate for systems leadership in Wales. She leads the Civic Mission at Glyndŵr University and has convened and galvanised others across the north of the country. She has been pivotal in developing partnerships and cross-sectoral collaborations in new ways to embed the Act and bring about social change.

**79****Michael Sheen**

Aside from being one of Wales' most passionate and vocal ambassadors, Michael is a true future generations champion. He helps amplify the voices of those on the margins of society and from disadvantaged backgrounds. Amongst many other things he has been intensively involved in work to end homelessness, in highlighting the importance of culture in communities and helping to engage people in decision-making.

**Show Racism the Red Card Wales****80**

Show Racism the Red Card Wales delivers anti-racism workshops to approximately 20,000 young people and adults per year. The team visits primary schools, comprehensive schools, pupil referral units, colleges, universities and workplaces to promote awareness of racism within society including within football and other sports, break down ideology of stereotypes, explore how to challenge and eliminate racism, promote diversity and inclusion within communities and provide people with the skills and knowledge of how to become an anti-racist. Educational events are held up and down Wales including Cardiff City FC, Swansea City FC, Newport County FC and Wrexham FC. The campaign also holds a number of annual high-profile events including a National Schools' Creative Competition, Wear Red Day and other fundraising initiatives.

**81****Lleucu Siencyn****Director, Arts Development, Arts Council of Wales**

As Literature Wales' CEO for many years, Lleucu embraced the Well-being of Future Generations Act by embedding it into the organisational strategy and championing the seven well-being goals within literature. She worked with us to establish our Poet in Residence which has resulted in us reaching wider audiences. Lleucu continues to implement the Act, now with the Arts Council of Wales.

**82****Dr Lynn Sloman MBE****Director, Transport for Quality of Life**

As Chair of the Welsh Government's independent Roads Review Panel, Lynn's work has been transformative in doggedly applying the Well-being of Future Generations Act to transport planning. The Government-commissioned review is a brave and determined effort to ensure modal shift in how we travel around Wales. Lynn was a Commissioner for the South East Wales Transport Commission, which recommended large-scale investment in rail, bus, cycling and walking in South East Wales; and is now Vice-Chair of the successor Burns Delivery Board which is turning the SEWTC recommendations into reality. She is Founder and Director of sustainable transport business Transport for Quality of Life, based near Machynlleth. She was awarded an MBE in 2021 for her work in achieving greater investment in walking and cycling.

**83****Jeff and Chloe Smith****Founders, bigmoose**

Jeff and Chloe are the founders of bigmoose, a charity and coffee shop whose motto is "leaving the world better than we found it" with a specific focus on mental health, homelessness and prevention of suicide. The money raised provides life-saving interventions and quick, effective therapy which they believe truly saves people's lives. bigmoose has been my team's chosen charity over the years, and we've been delighted to support in many ways, and be supported by them too.

**84****Mymuna Soleman****Founder, The Privilege Cafe**

Mymuna is an influential changemaker for race equality in Wales, challenging civil society to do more to tackle racism. In 2020 she established the Privilege Cafe, bringing together hundreds of people for weekly online sessions exploring a wide range of race related topics. Mymuna has a knack for speaking truth to power and bringing people together to dismantle prejudice and systemic inequality.

**85****Ionwen Spowage and the staff and pupils at Ysgol Bro Dinefwr, Llandeilo**

Led by Headteacher Ionwen Spowage, Ysgol Bro Dinefwr is a rural secondary school growing its own vegetables. They work with local chefs to make canteen food locally-sourced and sustainable. And they want to be carbon neutral by 2030 by looking at how the school uses energy and expanding outdoor learning areas.



**86****Wil Stewart****Warden, Isle of Anglesey County Council**

Wil is part of the Council's Countryside and Area of Outstanding Natural Beauty (AONB) Service. He leads walks prescribed by the health services in North Wales in Breakwater Country Park, Holyhead. This natural therapy aims to give people the emotional, mental and physical benefits of connecting with nature to improve their health. A keen advocate of the power of walking, Wil is proud to play his part in improving future well-being.

**Shavanah Taj****General Secretary, Wales TUC****87**

Shavanah is a passionate trade unionist and the first Asian woman to hold the post of General Secretary of Wales TUC. She's been leading the charge for fair and equitable work, and also making the connections between what unions can do collectively to bargain for green jobs and greener workplaces. Shavanah has also supported my team through her role on my Statutory Advisory Panel.

**88****Beth Thomas****Head of Programme Operations, The Big Issue Group**

Beth is a champion for social justice working with marginalised people across the UK and is a member of the Wales Committee at the Equalities and Human Rights Commission. Amongst other things, Beth was instrumental in setting up cashless payments for the Big Issue sellers and has worked intensively to help them and others to secure a better future. She is also a trustee for Street Football Wales and a proud member of the Women's Equality Network.

**Sharon Thomas****Director, Ceredigion Recycling and Furniture Team (CRAFT)****89**

With the motto "Caring today for the world of tomorrow" Sharon at CRAFT finds treasures amongst the trash. This social enterprise has been part of Aberystwyth's community for over 20 years. Their sole purpose is to reuse domestic items which would otherwise have been thrown away and to find them a new home. Through social services, they provide free items for people who need them, run their shop and work with schools and universities to spread the word about reducing and reusing.

**90****Ian Titherington****Senior Advisor,  
Sustainable Drainage, Cardiff Council**

Ian, a leading light in showcasing what can be achieved through Wales' Sustainable Urban Drainage Regulations, led the award-winning Greener Grangetown project and has played a huge part in greening urban communities in the capital. He is soon to take his Cardiff-based knowledge to a Wales-wide audience when he joins the Welsh Government.



## 91 Together Creating Communities

Together Creating Communities are the UK's oldest community organising charity - they are an alliance of faith organisations, community groups and schools from north west Wales. They tackle social injustice by supporting diverse communities to gain the power they need to enact change. Winner of Guardian Charity Award, their successful campaigns include: Town of Sanctuary, Climate Change, Living Wage for Wales, Stop School Hunger, Healthy Mind Haven and more.



## Dafydd Trystan 92 Chair, Active Travel Board

Dafydd has been passionate about active travel for decades and as Chair of Welsh Government's Active Travel Board, he has motivated others to work together to bring about change. His leadership and expertise ensure that the future generations agenda within the transport portfolio is manifested across all policy areas including education, health and planning. And as Governor of Ysgol Gynradd Gymraeg Hamadryad, he helped to make this the first Active Travel school in Wales. Dafydd is the registrar of the Coleg Cymraeg Cenedlaethol.

## 93 Susie Ventris-Field, Hayley Richards and Hannah Harvey Chief Executive and joint Heads of Programme Development and Policy, Wales Centre for International Affairs

The team at the Welsh Centre for International Affairs has worked tirelessly to embed action and understanding of global citizenship across all sectors in Wales, through projects, partnerships and campaigns. Susie, Hannah and Hayley are brave and innovative, always ready to speak truth to power. Susie is the Chief Executive and has been involved since she joined as a volunteer in 2013. Hannah and Hayley are joint Head of Programme Development and Policy and both have worked for over many years to support a Globally Responsible Wales.



## Lee Waters MS, Delyth Jewell MS, Jack Sargeant MS, Jane Dodds MS & Peter Fox MS 94 Members of the Senedd, Senedd Cymru

Lee, Delyth, Peter, Jack and Jane have all been champions of bold ideas and progressive thinking to benefit current and future generations. Whether pausing spending on road building, the climate emergency, our food system, public involvement, free transport for young people or a shorter working week and universal basic income, these MSs are at the forefront of bringing about real change in Wales.



**95****Jonathan Williams****Co-founder of UBI Lab Wales**

A lawyer and leading light in the movement to adopt a Universal Basic Income in Wales, Jonathan has been instrumental in the development of UBI labs across Wales and in securing Wales' first basic income trial.

**Alwen Williams****Portfolio Director, Ambition North Wales****96**

Alwen was key to establishing my first partnership with business during her time at BT. Since then, she has gone on to frame the work of the North Wales Economic Ambition Board around the aspirations of the Well-being of Future Generations Act including a focus on environment, education and transport. Originally from Gwytherin near Llangernyw, she now lives in Mold.

**97****Dr Roisin Willmott OBE****Director of Wales and Northern Ireland,  
Royal Town Planning Institute**

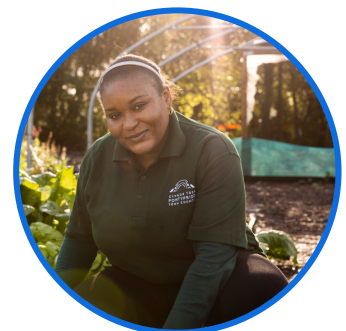
A champion for change in the planning system, Roisin has been instrumental in reforming planning policy in Wales in line with the Well-being of Future Generations Act and in raising the profile of planning as a lever to deliver Wales' well-being goals. She has collaborated with my team on planning reform and to promote place planning as an approach.

**Wrexham Well-being Hub****98**

Wrexham Well-being Hub is a collaboration between Wrexham County Borough Council, Betsi Cadwaladr University Health Board and the Association of Voluntary Organisations in Wrexham (AVOW). It offers community, health, social care and third sector activities and services all in one place. It's a great example of the five ways of working of the Act in practice, bringing community and statutory services together to meet the needs of local people.

**99****Indo Zwingina**

An estimated 245,000 properties in Wales are at risk of flooding - a result of climate change caused by rising carbon emissions. Indo takes part in community activities set up in response to floods that have caused terrible damage to her hometown, Treforest, including growing vegetables on flooded land. She supported my 'Inequality in a Future Wales' report and is studying management so that she can advocate for the need to involve communities in tackling the climate and nature emergencies.





## 100 Future Generations Leadership Academy Alumni

A cohort of 50 brilliant young leaders who have graduated from the Future Generations Leadership Academy - they are ambassadors for the Well-being of Future Generations Act in their organisations, sectors and communities; and are passionate about the Act and how it is implemented. Academy participants have also reverse mentored senior leaders in Wales to advise them on how to implement the Act in their organisations.

**Helen Atkinson** - National Museums Liverpool

**Sabiha Azad** - Children's Commissioner for Wales

**Anna Bailey**

**Ashley Bale** - Innovate Trust

**Joshua Beynon** - County Councillor

**Danielle Bragg** - Capital Law

**Rebecca Brown** - Victim Support

**Arpana Chunilal** - Natural Resources Wales

**Hannah Evans-Price** - South Wales Police and Crime Commissioner

**Alexandra Fitzgerald** - South Wales Police and Crime Commissioner

**Jonathan Grimes** - Costain

**Samuel Guy** - Office of the Future Generations Commissioner

**Bleddyn Harris** - Office of National Statistics

**Lloyd Harris** - Welsh Government

**Alice Horn** - Office of the Future Generations Commissioner

**Gwenfair Hughes** - Arts Council of Wales

**Josh Hughes** - BBC Cymru

**Kirsty James** - Royal National Institute of Blind People

**Emily-Rose Jenkins** - Natural Resources Wales

**Philip Löf Jillesjö** - Welsh Government

**Sophie Jones** - ARUP

**Samer Karrar** - Project Centre

**Jia Wei Lee** - University of South Wales

**Ameerah Mai** - Welsh Centre for International Affairs

**Kim Mamhende** - Centre for African Entrepreneurship

**Daniel Mapatac** - Welsh Centre for International Affairs

**Louis Mertens** - Transport for Wales

**Ffion Mitchell** - Marine Conservation Society

**Manuel Cortes Moreno** - Costain

**Thomas Morgan** - Waitrose

**Judith Musker-Turner** - Arts Council of Wales

**Phil Nelson** - Welsh Government

**Gabriella Nizam** - Celsa Steel UK

**Nokhuthula Nyoni** - Cwm Taf Morganwgw UHB

**Ibrahiem Osman** - Public Health Wales

**Molly Palmer** - Wales Millennium Centre

**Catherine Pearson** - Natural Resources Wales

**Fiza Rahman** - Welsh Government

**Bethany Roberts** - Public Health Wales

**Chris Roscoe** - Natural Resources Wales





**Sion Sleep** - WSP

**Nirushan Sudarsan** - Race Alliance Wales

**Kiara Sullivan** - Wales Millennium Centre

**Megan Thomas** - Disability Wales

**Lisa Tomos** - Prince's Trust

**Dan Tram** - ARUP

**Laura Truelove** - Welsh Government

**Jessica Ward** - Welsh Government

**Lowri Weatherburn** - Senedd Cymru

**Mishan Wickremasinghe** - University of South Wales

**Huw Williams** - Public Health Wales

**Chloe Winstone** - Principality

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